

ABSTRACT OF THE DISCLOSURE

A custom navigation system is composed of a customer navigation terminal to be carried by a customer entering a facility having a memory function of information relating to the customer and a communication function with outside, a customer guide server installed at a particular point in the facility and, when the customer navigation terminal has come near, communicates with the terminal to perform a navigation of the customer. The customer navigation terminal has a nickname memory for storing a nickname of the customer, and the customer guide server has a caller for calling the nickname stored in the nickname memory and a voice synthesizer for synthesizing the called nickname as a voice.

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